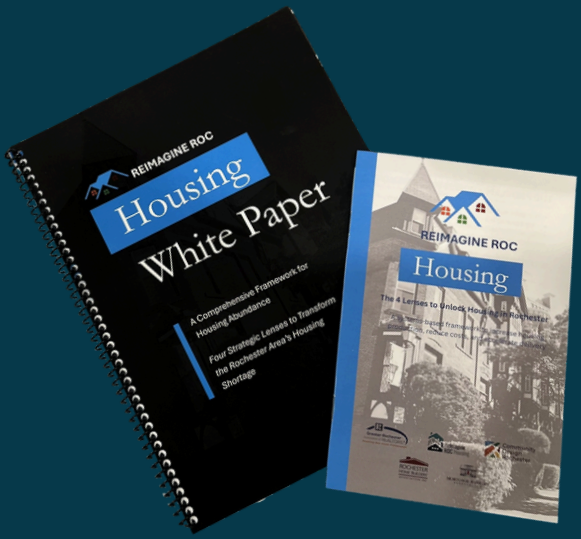

THE ROCHESTER PATTERN BOOK

Build More Housing. Faster. Together.

A regional investment in housing production across the Finger Lakes.

ReImagine ROC Housing Coalition
Led by Community Design Rochester

ROCHESTER NEEDS MORE HOUSING.

2,500-3,000

UNITS NEEDED ANNUALLY

~1,000

RECENT ANNUAL PRODUCTION

A BETTER WAY TO BUILD.

The Rochester Pattern Book will provide **pre-approved, architecturally vetted housing designs** for infill development across the region.

6-18 MONTHS → **DAYS**

Qualifying projects could move from an approval process taking **6-18 months to an as-of-right one measured in days,** without lowering design standards.

MORE HOUSING | QUALITY DESIGN | LOWER BARRIERS | FASTER APPROVALS

ONE TOOL. REGIONAL IMPACT.

ECONOMIC DEVELOPMENT

Faster permitting means construction jobs and tax revenue sooner, while missing-middle infill strengthens the tax base.

COMMUNITY DEVELOPMENT

Invest in already-serviced neighborhoods and corridors - infill, not sprawl - while adding housing and preserving neighborhood character.

LENDERS + FINANCIAL INSTITUTIONS

Pre-approved designs and more predictable costs reduce risk for small-scale development and create opportunities for construction loans and future mortgages.

ALIGNED WITH NEW YORK STATE PRIORITIES

Pro-Housing Community • DRI • NY Forward

6

MUNICIPALITIES ON BOARD

$100,000

ALREADY RAISED

Ontario County & ESL Federal Credit Union have voiced support.

Reimagine ROC Housing

Community Design Rochester

JOIN THE REGIONAL INVESTMENT.

Help us create a housing tool that can be **built once and used across communities throughout the region.**

PROJECT TIMELINE

SEPT 2026
Design Team Seclected

OCT-DEC 2026
Design + Community Engagement

JAN-FEB 2027
Schematic Design

MARCH 2027
Pattern Book Published

HELP US BUILD IT.

Specific investment levels can be discussed directly.

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